

**CONTRACT**

**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**Crossroads Media**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 495411 /		<u>Alt Order #</u> 06345953
<u>Product</u> CROSSROADS GPS		
<u>Contract Dates</u> 09/28/12 - 10/02/12		<u>Estimate #</u> 1052
<u>Advertiser</u> ISS/Cross Roads GPS		<u>Original Date / Revision</u> 10/01/12 / 10/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 12	<u>Product Code</u> 11
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 29	KVVU	09/30/12	09/30/12	Extra Weekend	Su 6-7p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$175.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	09/24/12-09/30/12	Extra Weekend	Su 6-7p	-----Su	:30		\$175.00	NM		
Credited												
<b>Totals</b>											<b>36</b>	<b>\$33,370.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	18	\$20,555.00	\$17,471.75
10/01/12 - 10/02/12	18	\$12,815.00	\$10,892.75
<b>Totals</b>	<b>36</b>	<b>\$33,370.00</b>	<b>\$28,364.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP HEADLINE# 6345953 TRF# 495411  
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT1/12 18.27  
\*\*\*CHANGES\*\*\* \*\* KVVU-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/CROSSROADS GPS REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME CROSSROADS MEDIA LLC BUYER NAME EMILY MILHOAN

66 CANAL CENTER PLAZA, SUITE 555 SALES PRSN PH- TERESA DIFURIA  
ALEXANDRIA, VA 22314

ORDER # \_\_\_\_\_ CONTRACT # 6345953 CLASS: NATL. LOCAL REGIONAL

PRDCT CROSSROADS GPS EST#1052 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP28/12 OCT2/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT1/12 18.27

REP: TO ROSE  
FR NIKKI  
OK'D M7  
NEW TOTAL \$33370 (-175)  
PLS CNF THANKS

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 12 AGENCY EST# = 1052  
AGENCY PRODUCT CODE = 11

29	S		600P-700P	30		\$175.00	9/30	9/30	0		SUN	0
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PROGRAM : EXTRA WEEKEND  
CON COM1: EXTRA WEEKEND  
CREDIT TAKEN FOR 1 SPOT(S) MISSED SEP30  
STATION MAKEGOOD OFFERS:  
M7 OK'D BUY#29 MISSED: SUN/600P-700P SEP30 30S \$175.00 (OCT1/12)  
OFFER: NONE  
CMT: SPOT N/A DUE TO NEWS CUT IN FLIGHT ENDING

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\*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

SEP/12			20555.00			OCT/12						12815.00
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CONTRACT TOTAL	33370.00
TOTAL SPOTS	36

MARKET TOTALS \$186,361 KVVU 18% KSNV 22% KLAS 40% KTNV 14% KVMY 3% KVCW 2% CABL 0%  
SHARES EST. KTUD 1%

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE